

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, April 4, 2013
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

Present: Jeff Anderson, Jackie Barrett, John Campobasso, Dan Collison, Tom Hayes, Lynn Regnier, Brian Maupin, Paul Mellblom, Jim Norkosky, Jan Olsen, Carletta Sweet, Bert Winkel
Absent: Varun Kharbanda, Carl Runck, Tim Tucker
Staff: Christie Rock-Hantge

I. Call to Order

President Jim Norkosky called the meeting to order at 12:03 p.m.

II. Consideration of Agenda

Approved as submitted (DC/JC).

III. Consideration of March 7, 2013 Board Meeting Minutes

Approved as amended indicating John Campobasso's absence (CS/BW).

IV. President's Report

- **Hosting neighborhood meeting after unveiling of new People's Stadium design.** Jeff advised that the goal is to unveil the design by the end of April but that realistically it could turn into early May. He has spoken with the Minnesota Sports Facilities Authority and they are on board to conduct another neighborhood event similar to what was held at the Gridiron Club in November 2012, and the exact date will be predicated on the availability of HKS, the architects of the project.
- **People's Stadium/DEEP District design strategic planning session.** Confirmed for Tuesday, April 9th, 3:00 to 5:00 p.m. at Meyer Scherer & Rockcastle, 710 South 2nd Street. Paul, host and facilitator, advised that David Fields, Elliot Park Neighborhood Inc.'s Community Development Coordinator and member of the Stadium Implementation Committee, will launch the session by describing: the ongoing discussions for the redesign of the neighborhood, the stadium's impact on the district, what he knows about SIC's schedule, and how the stadium project can intersect with other efforts going on in the neighborhood redesign process (e.g., DEEP 2100, Downtown Council's 2025 Plan). Paul believes that EDC's primary role is to figure out what it does and does not care about and how it can make itself relevant on the issues that affect the business community during this transformation process. Ideally, the end result of the overall strategic planning process will be a set of issues that EDC cares about that it will hold the rest of the community accountable that are encapsulated in a document for presentation. Pursuant to Jim's request, the SIC's adopted Vision and Design Principles (as of November 27, 2012) will be the guiding organizational tool for the strategic planning sessions.
- **Continued discussion regarding possible membership with Meet Minneapolis.** Dan, who was absent at last month's meeting, sought clarification to the stage of this process. He agreed to send an email to Michael Rainville/Melvin Tennant to determine cost of membership and related information.

V. Treasurer's Report

- **The March 1-31, 2013 Report.** Brian Maupin explained the following:
 - Began March with a balance of \$36,042.06
 - Made one deposit: \$105.00 for Business Forum receipts; 17 coupons used
 - Income totaled \$36,147.06
 - Issued four checks to:
 - Christie Rock for \$56.10 (supplies) *This a correction of check #4483 submitted in the report*
 - Christie Rock for \$700.00 (Invoice #4 for administrative services)
 - Christie Rock for \$750.00 (Invoice #5 for grant applications)
 - Aloft catering for \$476.11 (business forum luncheon)
 - Online Detail for \$3.00 (online research related to past memberships)
 - Century Link for \$40.31 (February 2013 phone service)

Expenses totaled \$2,025.52
Ending balance was \$34,121.54
Approved to receive and file (CS/BW).

VI. Membership Report

Dan Collison advised that there were no new members in the last 30 days but he will create a broader report with statistics for the annual meeting on April 18th. He will work with Christie on membership development for the summer recruitment cycle. Jim requested that Dan provide time allocation required and costs involved for a budget for the board to review as part of the overall budgeting process.

VII. Marketing Committee Report

Tom Hayes commented that the MC is operating at ground level: still pursuing a guide/postcard marketing tool to communicate with people coming to the area because of the stadium development or seeking restaurants/live entertainment. One of the issues related to this is whether the tool will include everyone, featured members or members only. He'll send an email to the MC to resolve these issues. The MC is also trying to determine who else might be doing directories in the area, currently or forthcoming, e.g., *The Journal*, *Mill City Times*.

The MC is also operating at about 20,000 feet: need to determine what is the longer-term strategy around marketing and identity for the district, how to plan and budget for it, and how much of it will the EDC drive. Tom will bring this up at the April 9th strategic planning session. Paul referenced the signage that the North Loop implemented as an example for making its identity well defined and how the EDC could make the DEEP district hot and sexy to attract people to the area.

VIII. Neighborhood Updates

- DMNA
 - Carletta gave a recap of the update submitted via email [[link to 04-04-2013 update](#)].
 - Christie also apprised them of DMNA's Housing Committee meeting held on April 2nd to strategize on how to become involved with other downtown groups to find solutions to ending homelessness and suggested that in the future perhaps Carletta could come before the EDC to talk about what the DMNA hopes to achieve in partnership with some of the other groups. Christie further explained that the DMNA has NRP Phase II funds for addressing homelessness and, in particular, has been discussing teen homelessness. Paul advised that he sits on the youth homelessness task force of the 2025 Plan End Street Homelessness Committee and wondered if the DMNA has a representative. Since the DMNA does not, Carletta suggested Paul connect with Eric Laska who is leading the effort for the DMNA. Christie will forward him Eric's contact information.

- EPNI
 - Lynn reported on the following:
 - Their annual meeting moved from Tuesday, May 14th to Monday, May 20th, 7:00 p.m. at the Elliot Park Recreation Center, 1000 East 14th Street. The program features: Michele Kelm-Helgen, Chair, MSFA who will discuss job opportunities and training; Chuck Lutz, Deputy Director, Minneapolis CPED who will discuss next steps after the design has been unveiled; and Jeff Anderson or Lester Bagley from the Minnesota Vikings who will give an update on the team. Invitations will be sent. This is separate from any event the EDC or the DMNA may hold and all are welcome to attend.
 - They are still looking for new office space but are zoning in on the ground level space in the rear of the Baker Building where the Segue Café (<http://www.seguecafe.com/>) is located. It's a much smaller space but will serve their needs and there's joint conference space available on the second level. They are also in need of office furniture and furnishings.
 - Asked Dan to speak about the April 3rd email he sent to the board regarding the 11th annual ULI/Gerald D. Hines Student Urban Design Competition Final Four on April 11th at The Depot Hotel Grand Hotel. The four finalist student teams will present their design and development schemes for the redevelopment of Downtown East. Discussion ensued regarding having the presentations/winning presentation given at the EDC's annual meeting. Christie, who has a friend that works at ULI/Gerald D. Hines, will pursue the option. For more information visit <http://www.udcompetition.org>.

- Brian asked Lynn about some of the activities discussed at the last BLUH meeting to illustrate additional positive developments occurring in the district. She will ask David Fields to give a brief BLUH update at the April 9th strategic planning session.

IX. Façade Improvement Grants

- **Allied Parking.** Brian advised that they are done but he has no pictures to show; he'll bring before and after pictures to the next board meeting. There is some paperwork to be completed for Jim to sign and submit for reimbursement.

X. Other Business

- **March 21st Business Forum Recap.** Jim noted that the Washington Avenue Design presentation held at the Aloft Minneapolis Hotel was interesting and a good topic for a future business forum as they get closer to construction as well as completion.
- **April 18th Annual Meeting.** Jim confirmed that the venue is the Normandy Inn & Suites, 405 South 8th Street. He indicated that the agenda will include a recap of the past year plus board of director elections and understood that Lynn and Christie had discussed ideas for a topic. Lynn asked whether the board wanted something more serious or something more fun. For more fun, she suggested entertainment from MacPhail Center for Music or North Central University. Christie, who had difficulty obtaining responses from them recommended something more serious. As a consequence, Lynn suggested that David Fields, who is available, give his 30,000 feet and zooming in to the different development opportunities within the DEEP district 30-minute PowerPoint presentation. It ties into the parking lot study that CPED has undertaken. Jim advised that he heard from the parking lot study group who asked if they could use Thrivent's parking lot as an example and since he'll have a meeting with them next week he could add a side conversation about it at the annual meeting. The board agreed to Fields' presentation and to put the parking lot study when it is completed under future business forums.
- **Future Business Forums**
 - **May 16th.** Jackie recommended having either the Minneapolis Police Chief Janeé Harteau or Fire Chief John Fruetel to discuss downtown issues and what they are doing to be proactive especially given the level of activity that will be occurring around the stadium. Dan then suggested having Mayor Rybak present on his vision and priorities for the DEEP district and how the EDC could fit in during his remaining time in office. Jeff offered to reach out and give the Mayor both the May and June business forum dates. Christie will check with the police and fire chiefs.
 - **June 20th.** Jeff suggested having a Vikings team update (i.e., bring in the general manager to discuss draft picks and free agency, bring in a player, bring in the radio host Paul Allen). Other future topics discussed including those previously mentioned were:
 - Ryan Companies development deal with Wells Fargo, if it goes through
 - ULI/Gerald D. Hines Student Urban Design Competition winning presentation
 - Izzy's Ice Cream tour
 - StoneBridge Lofts tour
 - RS Eden's Emanuel Housing tour
 - Ending homelessness
 - Legislative update (September/October)
 - Stadium construction tour with Meet Minneapolis and Vikings
 - Washington Avenue Design Project (pre and post construction)
 - Gold Medal Park status update
- **Property Development / New Businesses in DEEP**

Carletta mentioned Sherman Associates' concept plan for a 5-story, 160-unit apartment complex with 9,000 sq. ft. of retail and a 7,000 sq. ft. restaurant space at 712 Washington Avenue South. The developer will likely begin going through the city's approval process this fall.
- **Stadium Implementation Committee**

Jim reiterated what Jeff had advised, that the design process is running behind and, as a consequence, all SIC

meetings have been cancelled. Jim then distributed a March 27, 2013 *Twin Cities Daily Planet* article he received from the SIC chair entitled "Streets must be priority #1 for Minneapolis Downtown East" as preparation for the April 9th strategic planning session.

- **Minneapolis Downtown Council and 2025 Plan**

Dan advised that he's on the Development Committee that includes the office/retail/hotel, connections to the U of MN, double downtown residents, and develop East Downtown task forces. David Fields as well as Beth Elliott and a wide array of real estate developers and construction folks sit on this Committee. The DC is primarily in an assessment stage and they interviewed Valspar regarding its renovation and the difficulties they encountered related to grant applications submitted to DEED and to the Met Council. A lot of the other discussions were on framework and marketing the area.

When asked about 1st Covenant negotiations, Dan advised that it is all tied to what's happening in the area, i.e., when Mortenson, the Vikings and MSFA get costing, when Ryan figures out what they're doing, and what HCMC will be doing. What phasing 1st Covenant is looking at is parking, a medical clinic, maybe a hotel, maybe affordable housing, but it is all suspended until dominos start falling.

XI. Adjournment

The meeting adjourned at 1:30 p.m.